

OCT 11 2005

Subject: Disposable Lid for Beverage Cups or Containers
* (Response) Application / Control Number: 10/780,238
Art Unit 3127

Date: 10/10/2005

From: Jupiter I.D.E.A (Mary E. Irwin Washington)

TO: LIEN TM NGO

PH: 770-516-4230

Dear Lien Ngo

In response to USPTO communication concerning the application, we are writing. We know that our invention at Jupiter I.D.E.A will only enhance the restaurant, fast food, industry, beverage, and food service industry on the top management level. This innovative design is a lid with an interface in the already used beverage lid that we use everyday and a lot of people everywhere use. Therefore, for fast food companies, added convenience for the consumer can be attending a public event we all could benefit from this invention. This lid can easily be made a "standard" in the food industry.

The invention generally relates to a lid for a beverage cup or other container, and more particularly to a disposable lid having defined depressed areas for containing foodstuff.

Background of the Invention/Innovation

Finger foods, such as french fries and chicken nuggets are often ordered "to go" and consumed while driving in an automobile or while walking. Both of the above foods are frequently eaten with condiments such as ketchup, mustard and barbeque sauce. Since these foods are often eaten with one's fingers, a person typically holds a food item in his fingers and dips it into a condiment. When eating in a sit-down restaurant, the condiment may be dispensed directly next to or on top of the food product, or a tub of the condiment can be placed on the table next to the consumer. When consuming such products in an automobile or while walking, however, the option of using a tub of condiment becomes more complex and represents some danger to safety because it is difficult to manage multiple separate containers in those situations. Thus, the process of consuming such foods while on the go represents an inconvenience and a potential safety hazard.

Several innovations have been used to relieve the inconvenience of eating finger foods while on the go. However, these devices fail to provide an adequate solution to the inconvenience because they require a restaurant or vendor to provide additional attachments and containers beyond what is typically given to a consumer when a meal is ordered "to go".

Summary of the Invention/Innovation

The invention is directed to a disposable lid for closing and covering the open end of a beverage cup or other container. One exemplary embodiment of the disposable lid of the invention includes a top surface for covering the open end of a beverage cup or container, a side surface extending downwardly from the top surface, a lip engaging portion defined by a top and outer wall and a thin, clear disposable film covering all areas of the top of the lid to protect against contaminants. The lip-engaging portion securely attaches the disposable lid to the beverage cup or other container. The top surface of the disposable lid preferably includes at least one depressed area formed therein, and preferably a plurality of depressed areas.

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The depressed areas are configured to have a depth sufficient for holding condiments and other small foodstuffs.

Analysis of the Invention/Innovation

During the approximately two years of the development and patening stages of our product, we at Jupiter I.D.E.A. have tested the reaction of the disposable lid to several consumer types varying in ages from 3 to 70 and have found that the reception to this product is affectionous and welcoming. One local Atlanta, Georgia restaurant owner (Mr. Leon Goodrum, owner of several McDonald's stores) was excited about not only the drive-thru potential of this invention but also the in-store use as he pointed to several users while they were in the process of having lunch at one of his busiest stores. Mr. Goodrum mentioned to me how he could see the potential cost savings from using the beverage lid in-store as it would mean fewer "condiment tubs" would be used as the beverage lid gained in popularity!

Other Potential Uses

It is possible that an entirely new advertising campaign can be created around this new beverage lid invention. For example, with an increased emphasis being placed on healthy food offerings at fast food restaurants, franchisees have the potential of offering additional food products such as miniature carrot and celery sticks which can be dipped into condiments held by the new beverage lid.

Summary

This disposable beverage lid product wholefully underscores Jupiter I.D.E.A.'s policy of offering quality products which ultimately makes the consumer's dining experience a much more pleasant and efficient affair.

Jupiter I.D.E.A. sincerely hopes to become a member of the McDonald's family of consultants since we have several other inventions and innovations waiting to be presented as soon as requested. *This lid can be easily made a standard in the industry of fast food, Restaurant and Travel.*
Sincerely,

Andrew and Mary Washington
Jupiter I.D.E.A

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